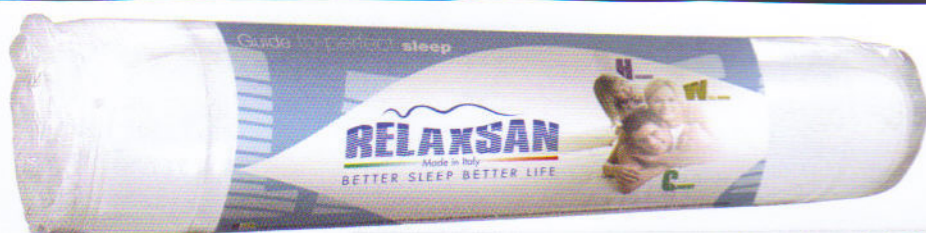


Already widely distributed in the UK since 1998, **Relaxsan** is part of the Gruppo Magni, Italy's largest mattress manufacturer, producing a broad line of mattresses and accessories for sleeping and relaxing, shipping to more than 70 countries.

The brand is synonymous with fine bedding around the world, and the original patent on the vacuum-packing system that cleverly shrinks and rolls the mattress to a tenth of its size, enabling one-person easy delivery and set-up, is still held by Relaxsan, which is launching several new collections exclusively for the UK market at the Manchester Furniture Show next month.



The original vacuum-packed mattresses, available from Relaxsan in the UK

some of the most  
's Salus Inspirations

## Relaxsan appoints first UK agent

Relaxsan has announced its initial sales appointment, the first move in the company's gradual expansion of its UK sales agents team. Adrian Fytche has been appointed to look after the East Anglia region, and comes from a furniture and upholstery industry background in which he has worked for the past 20 years.



Adrian Fytche

Adrian says: "The Relaxsan brand is already well known in the UK and in addition we will have the further support and gravitas of the other brands under the Alessanderx Group, which will be supplying the UK directly.

"The potential is clearly enormous. Also with the group's sales, marketing and PR expertise, innovative designs and technology, the opportunity is an exciting one."

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